LISTING OF THE CLAIMS

1. (Previously presented) A method for profiling iTV users, comprising:

gathering user-requested content information from iTV interactions;

correlating content-associated profile information from a rating service with the user-requested content information; and

developing a profile of a user based only on the iTV interactions.

2. (Original) The method of claim 1, wherein the content-associated profile information contains demographic information.

3. (Original) The method of claim 1, wherein the content-associated profile information contains psychographic information.

4. (Original) The method of claim 1, wherein the user-requested content information is a program.

5. (Original) The method of claim 4, further comprising receiving a database associating a plurality of programs with content-associated profile information of viewers of the programs.

6. (Original) The method of claim 5, wherein said database is developed by a television program ratings service.

7. (Original) The method of claim 5, wherein gathering user-requested content information comprises identifying program requests made by the user while watching television.

8. (Previously presented) The method of claim 7, wherein developing a profile of the user comprises combining the profiles of the programs viewed by the user to the developed profile of the user using an averaging algorithm.

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9. (Original) The method of claim 1, further comprising receiving a plurality of advertisements along with desired viewer profiles.

10. (Original) The method of claim 9, further comprising presenting at least one of the advertisements based on the user's profile.

11. (Original) The method of claim 1, further comprising delivering program recommendations to the user based on the user's profile.

12. (Original) The method of claim 1, wherein the user-requested content information is a program and a URL.

13. (Previously presented) The method of claim 12, further comprising receiving a database associating a plurality of programs with content-associated profile information of viewers of the programs and associating a plurality of URLs with content-associated profile information of visitors to a URL address.

14. (Previously presented) The method of claim 13, wherein information in the database is developed by a television program ratings service and a web site ratings service.

15. (Original) The method of claim 14, wherein gathering user-requested content information comprises identifying program requests made by the user while watching television and identifying URLs requested by the user.

16. (Previously presented) The method of claim 15, wherein developing the profile of the user comprises combining the profiles of the programs viewed by the user and profiles of the URLs accessed by the user to the developed profile of the user using an averaging algorithm.

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17. (Previously presented) A set-top box including a memory for storing a program and a processor operative with the program to perform a method for profiling iTV users, the method comprising:

gathering user-requested content information from iTV interactions;

correlating content-associated profile information from a rating service with the user-requested content information; and

developing a profile of a user based only on the iTV interactions.

18. (Previously presented) A computer readable medium comprising instructions for performing a method of profiling iTV users, the method comprising:

gathering user-requested content information from iTV interactions; correlating content-associated profile information from a rating service with the user-requested content information; and

developing a profile of a user based only on the iTV interactions.

19. (Previously presented) A method of targeted advertising, comprising:

receiving a plurality of advertisements, wherein each advertisement includes advertising information that includes instructions with desired iTV user profiles for the advertisement;

gathering user-requested content information from iTV interactions;

correlating content-associated profile information from a rating service with the user-requested content information;

developing a user profile based only on the iTV interactions;

using the developed user profile along with the desired iTV user profiles from the advertisements to determine which of the advertisements to present to a iTV user as a targeted advertisement; and

presenting the targeted advertisement to the iTV user.

20. (Original) The method of claim 19, wherein the acts of receiving, using, and presenting are carried out in a set top box of the iTV user.

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21. (Cancelled)

22. (Previously presented) A method of profiling iTV users, comprising:
providing profiles on a plurality of iTV programs;
monitoring which of said plurality of iTV programs a user accesses; and
developing a profile of the user based only on the profiles of the iTV programs
accessed by the user.

23. (Original) The method of claim 22, wherein the profile of the user contains
demographic data.

24. (Original) The method of claim 23, wherein said demographic data includes
data on the user's age.

25. (Original) The method of claim 23, wherein said demographic data includes
data on the user's gender.

26. (Original) The method of claim 23, wherein said demographic data includes
data on the user's income.

27. (Original) The method of claim 23, wherein said demographic data includes
data on the user's highest attained education level.

28. (Original) The method of claim 22, wherein the profile of the user contains
psychographic data.

29. (Original) The method of claim 28, wherein said psychographic data includes
data on the user's interests.

30. (Previously presented) The method of claim 22, wherein providing profiles
on the plurality of iTV programs comprises providing a database associating each

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program with demographic characteristics of known persons who have accessed a common set of iTV programs.

31. (Previously presented) The method of claim 23, wherein said demographic data is provided by a television program ratings service.

32. (Original) The method of claim 22, wherein monitoring which of said plurality of programs the user views comprises identifying program requests made by the user while watching television.

33. (Original) The method of claim 32, wherein said program requests are identified at the set-top box of an interactive television.

34. (Previously presented) The method of claim 32, wherein said program requests are identified at an iTV service provider point-of-presence.

35. (Previously presented) The method of claim 34, wherein said program requests are associated with the user and stored in a database.

36. (Previously presented) The method of claim 22, wherein developing the profile of the user comprises updating a developed user profile.

37. (Previously presented) The method of claim 36, wherein developing the profile of the user comprises combining the profiles of programs viewed by the user to the existing user profile using an averaging algorithm.

38. (Previously presented) The method of claim 37, wherein the profile of the user includes data on a plurality of demographic categories, each demographic category being associated with a rating, and the method further comprises filling in a value for the rating for any demographic category having a low confidence measure.

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39. (Previously presented) The method of claim 38, wherein filling in the value comprises using an average rating of persons having profiles similar to that of said user for a demographic category having a low confidence measure.

40. (Original) The method of claim 39, wherein said average rating is determined using a clustering algorithm.

41. (Previously presented) The method of claim 22, further comprising erasing records of which programs said user has viewed, after developing the user's profile.

42. (Previously presented) The method of claim 22, further comprising matching selective advertising to said user based on the profile.

43. (Original) The method of claim 42, wherein delivering selective advertising comprises transmitting a pop-up advertisement to a display of a television operated by the user.

44. (Previously presented) The method of claim 42, wherein delivering selective advertising comprises transmitting a video advertisement in a programming stream to the display of the television operated by the user.

45. (Original) The method of claim 22, further comprising providing program recommendations to the user based on the profile of the user.

46. (Original) The method of claim 45, wherein the program recommendations are based on viewing habits of users with profiles similar to the profile of the user.

47. (Original) The method of claim 45, wherein the program recommendations are generated upon a request by the user.

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PAGE 7/25 * RCVD AT 9/1/2006 1:42:35 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-3/4 * DNIS:2738300 * CSID:+17325309808 * DURATION (mm-ss):07-02

48. (Original) The method of claim 45, wherein the program recommendations are generated automatically when the user turns on a television.

49. (Original) The method of claim 45, wherein the program recommendations are presented in the form of a program guide that presents the user's favorite programs first.

50. (Previously presented) A set-top box including a memory for storing a program and a processor operative with the program to perform a method of profiling iTV users, the method comprising:

monitoring which of a plurality of programs a user views; and

developing a profile of the user based only on predetermined profiles of the programs viewed by the user.

51. (Previously presented) The set-top box of claim 50, further comprising a database associating each television program with demographic characteristics of persons viewing said programs.

52. (Original) The set-top box of claim 50, further comprising a database in which program requests of the user and associated user information are stored.

53. (Original) The set-top box of claim 50, wherein said processor includes means for erasing records of which programs said user has viewed after developing the profile of the user.

54. (Previously presented) The set-top box of claim 50, wherein said processor further transmits selective advertising to the user based on the profile of the user.

55. (Previously presented) The set-top box of claim 54, wherein said selective advertising comprises a pop-up advertisement to be displayed on an iTV of the user.

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56. (Previously presented) The set-top box of claim 50, wherein an advertisement on the iTV is sent to an iTV for display, said advertisement being selected from a plurality of advertisements based on the profile of the user.

57. (Previously presented) A computer having a memory for storing a program and a processor operative with the program to: perform a method of profiling iTV users, the method comprising:

monitoring which of a plurality of programs a user views; and

developing a profile of the user based only on predetermined profiles of the viewed television programs.

58. (Original) The computer of claim 57, wherein said computer comprises an ISP point of presence server.

59. (Previously presented) A system for delivering selective advertising to iTV users, comprising:

a database containing profile data on a plurality of iTV programs;

means for monitoring which iTV programs a user accesses;

means for developing a profile of the user only using profile data of the accessed iTV programs; and

means for matching the user with an advertisement based on the developed user profile.

60. (Previously presented) A system for delivering targeted advertisements to client iTVs of users, comprising:

a local server computer for providing iTV access to a user;

a set-top box at a client iTV linked to the local server computer, the set-top box including means for monitoring which of a plurality of iTV programs the user accesses and means for developing a profile of the user based only on predetermined profile data of iTV programs accessed by the user; and

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a remote server computer linked to said local server computer and including means for providing an advertisement to a desired user based on the profile of the desired user and means for transmitting said advertisement to said local server computer for eventual transfer to the set-top box;

wherein the set-top box further contains means for matching the advertisement with the profile of the user.

61. (Previously presented) The system of claim 60, wherein said local server computer includes a local database containing data associating the iTV programs with predetermined profile data on the iTV programs.

62. (Original) The system of claim 60, wherein said means for monitoring comprises identifying program requests made by the user while viewing iTV.

63. (Original) The system of claim 60, wherein the set-top box further comprises means for monitoring how long the advertisement is displayed to the user.

64. (Previously presented) A computer readable medium storing instructions thereon to perform a method of profiling iTV users, the method comprising:

monitoring which of a plurality of fly programs having predetermined profiles a user accesses; and

developing a profile of the user based only on the profiles of the accessed iTV programs.

65. (Original) The computer readable medium of claim 64, wherein the medium comprises a removable memory.

66. (Original) The computer readable medium of claim 64, wherein the medium comprises a signal transmission.

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67. (Previously presented) A computerized method of profiling and selectively delivering content, comprising:

providing profiles of a plurality of iTV programs, said profiles including demographic data of iTV users known to have viewed the iTV programs;

monitoring which of said iTV programs each user visits;

inferring a profile of each user based only on the profiles of the visited iTV programs;

identifying a target group of said users who would be receptive to receiving certain content based on the profiles of the target group; and

selectively delivering the content to users of the target group.

68. (Original) The computerized method of claim 67, further comprising adjusting the target group to optimize user responsiveness to the content.

69. (Previously presented) A program module for a set-top box, comprising:

a sniffer for gathering user-requested content information from iTV interactions of a user;

a profiler for correlating content-associated profile information from a rating service with the user-requested content information and for developing a profile of the user based only on the iTV interactions; and

a matcher for recommending content to the user based on the profile of the user.

70. (Withdrawn) A system for monitoring at least one advertising campaign, comprising:

a plurality of local servers for providing advertising campaign content to a plurality of users and storing local information related to the advertising campaign;

a master server for storing master information related to the advertising campaign, including the advertising campaign content, the master server comprising a synchronizing component for periodically synchronizing the master server with each local server; and

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a dynamic campaign manager for defining the advertising campaign, modifying the advertising campaign, and providing feedback on the advertising campaign.

71. (Withdrawn) The system of claim 70, wherein defining the advertising campaign comprises defining a profile of the targeted audience for the advertising campaign.

72. (Withdrawn) The system of claim 70, wherein modifying the advertising campaign comprises modifying a profile of the targeted audience for the advertising campaign.

73. (Withdrawn) The system of claim 70, wherein providing feedback on the advertising campaign comprises providing a number of times the advertising campaign content has been delivered.

74. (Withdrawn) The system of claim 70, wherein providing feedback on the advertising campaign comprises providing a number of click-throughs on the advertising campaign content.

75. (Withdrawn) The system of claim 70, wherein providing feedback on the advertising campaign comprises providing a number of users viewing the advertising campaign content.

76. (Withdrawn) The system of claim 70, wherein providing feedback on the advertising campaign comprises providing a number of times a particular user has viewed the advertising campaign content.

77. (Withdrawn) The system of claim 70, wherein providing feedback on the advertising campaign comprises providing a number of times all of the users have viewed the advertising campaign content.

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78. (Withdrawn) The system of claim 70, wherein the dynamic campaign manager comprises a user interface for advertisers.

79. (Withdrawn) The system of claim 70, further comprising:

a billing component for generating invoice information to be sent to at least one advertiser.

80. (Withdrawn) The system of claim 70, further comprising:

a local user profile database in communication with each local server for storing a user profile for each user;

a master user profile database in communication with the master server for storing a plurality of user profiles associated with the local servers;

wherein periodically synchronizing the master server with each local server comprises periodically retrieving the local user profile database and integrating the local user profile database into the master user profile database.

81. (Withdrawn) The system of claim 70, further comprising:

a local user response database in communication with each local server for storing user responses for each user;

a master user response database in communication with the master server for storing the user responses associated with the local servers;

wherein periodically synchronizing the master server with each local server comprises periodically retrieving the local user response database and integrating the local user response database into the master user response database.

82. (Withdrawn) The system of claim 70, further comprising:

a master advertisement delivery database for scheduling delivery of the advertising campaign content;

wherein periodically synchronizing the master server with each local server comprises parsing the master advertisement delivery database to find at least one anonymous user identifier corresponding to the local server.

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83.   (Withdrawn) The system of claim 70, wherein periodically synchronizing the master server with each local server comprises creating a local advertisement delivery database on the local server.

84.   (Withdrawn) The system of claim 70, further comprising:

a master categorized URL database in communication with the master server for storing Internet behavior of users at the local servers;

a local categorized URL database in communication with each local server for storing Internet behavior of each user at the local server;

wherein periodically synchronizing the master server with each local server comprises replicating the master categorized URL database on the local categorized URL database.

85. (Withdrawn) A method for monitoring at least one advertising campaign, comprising:

providing advertising campaign content to a plurality of users at a plurality of local servers and storing local information related to the advertising campaign;

storing master information related to the advertising campaign at a master server, including the advertising campaign content;

periodically synchronizing the master server with each local server; and

dynamically managing the advertising campaign by defining the advertising campaign, modifying the advertising campaign, and providing feedback on the advertising campaign.

86.   (Withdrawn) The method of claim 85, wherein defining the advertising campaign comprises defining a profile of the targeted audience for the advertising campaign.

87.   (Withdrawn) The method of claim 85, wherein modifying the advertising campaign comprises modifying a profile of the targeted audience for the advertising campaign.

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88. (Withdrawn) The method of claim 85, wherein providing feedback on the advertising campaign comprises providing a number of times the advertising campaign content has been delivered.

89. (Withdrawn) The method of claim 85, wherein providing feedback on the advertising campaign comprises providing a number of click-throughs on the advertising campaign content.

90. (Withdrawn) The method of claim 85, wherein providing feedback on the advertising campaign comprises providing a number of users viewing the advertising campaign content.

91. (Withdrawn) The method of claim 85, wherein providing feedback on the advertising campaign comprises providing a number of times a particular user has viewed the advertising campaign content.

92. (Withdrawn) The method of claim 85, wherein providing feedback on the advertising campaign comprises providing a number of times all of the users have viewed the advertising campaign content.

93. (Withdrawn) The method of claim 85, further comprising providing a user interface for dynamically managing the advertising campaign.

94. (Withdrawn) The method of claim 85, further comprising:
generating invoice information to be sent to at least one advertiser.

95. (Withdrawn) The method of claim 85, further comprising:
storing a user profile for each user in a local user profile database at each local server; and

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storing a plurality of user profiles associated with the local servers in a master user profile database at the master server;

wherein periodically synchronizing the master server with each local server comprises periodically retrieving the local user profile database and integrating the local user profile database into the master user profile database.

96.   (Withdrawn) The method of claim 85, further comprising:

storing user responses for each user in a local user response database at each local server; and

storing the user responses associated with the local servers in a master user response database at the master server;

wherein periodically synchronizing the master server with each local server comprises periodically retrieving the local user response database and integrating the local user response database into the master user response database.

97.   (Withdrawn) The method of claim 85, further comprising:

scheduling delivery of the advertising campaign content using a master advertisement delivery database;

wherein periodically synchronizing the master server with each local server comprises parsing the master advertisement delivery database to find at least one anonymous user identifier corresponding to the local server.

98.   (Withdrawn) The method of claim 85, wherein periodically synchronizing the master server with each local server comprises creating a local advertisement delivery database on the local server.

99.   (Withdrawn) The method of claim 85, further comprising:

storing Internet behavior of users at the local servers in a master categorized URL database at the master server; and

storing Internet behavior of each user at the local server in a local categorized URL database at each local server;

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wherein periodically synchronizing the master server with each local server comprises replicating the master categorized URL database on the local categorized URL database.

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